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Spotlight

ON FOREIGN MARKETING

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TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

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MEXICO PLANS TO BUY MORE U. S. DAIRY AND BEEF CATTLE with an Export-Import Bank loan this fall. The estimated sale is for \$4 million. Many Mexican breeders believe that such loans have done much to stimulate buying of U. S. breeding cattle.

Other countries in Latin America are said to be seeking similar loan arrangements for buying U. S. cattle, but on a smaller scale than Mexico. The "Tourists for Cows" promotion (see April SPOTLIGHT), held earlier this year in Colombia, is creating new interest. The test run was for Holsteins. Colombian breeders also are interested in Ayreshires and Guernseys for the next time.

ITALIAN AND SPANISH MIXED FEED SPECIALISTS were in the U. S. during August to study over-all operations of breeding and feeding of poultry and livestock. Under the sponsorship of the Soybean Council of America, the team visited farms and processing plants, where modern methods of mixing and use of animal feeds are employed.

The object of the tour was to stimulate interest among foreign countries for U. S. breeding stock, feeding and feed-mixing techniques, and to build markets for U. S. feed grains and proteins in Spain and Italy.

Several vegetable oil specialists also accompanied the teams but concentrated more on oil crushing and processing methods.

U. S. EXHIBITS AT THE 11TH WORLD'S POULTRY CONGRESS, Mexico City, September 21-28, demonstrated the merits of poultry and eggs produced in this country as a means of increasing the sales of these products in other countries. USDA's exhibit featured progress in breeding, feeding, and care of chickens and turkeys and in the various services provided to improve the processing and marketing of poultry and eggs. Special poultry dishes were prepared in a model kitchen.

Consumption of poultry products are on the rise in many areas. In Mexico, for example, broiler production is expected to reach about 13 million lbs. this year, up 18 percent over 1957. The Department recently reported that 9 out of 10 U. S. families serve broiler-fryer chickens, or parts, on a regular basis.

GUIDE FOR TABLE I PRICE LIST. Prices quoted on coarse grains are computed as on track CCC redemption price at port plus an FOB charge of 2-3/4¢ per bushel at Baltimore and 3¢ per bushel at the Gulf and San Francisco

AVAILABILITY, HIGH QUALITY AND ATTRACTIVE PRICES OF U. S. FARM PRODUCTS are again key features of U. S. agricultural exhibits in Europe this year. The U. S. display at the London Food Fair (8/28-9/11) featured a variety of foods and demonstrations. Sampling of doughnuts, made from U. S. flour made a hit with visitors, as did the samples of juices made from U. S. frozen fruit concentrates. Other products featured were: wheat, rice, corn products, tobacco, fruits, poultry, lard, and meats. The U. K. imports 40 percent of its food products, and is one of the two most important foreign markets for U. S. farm commodities. The other country is Japan. Keen competition among exporting countries for this market was evidenced by a large number of foreign exhibits at the fair.

"Better Health Through Better Food" was the theme at the recent U. S. exhibit in Vienna, Austria (9/7-9/14). The grain display stressed that mixing U. S. hard wheats with native soft wheat would produce a flour containing a higher protein content. The fruit and vegetable display featured U. S. canned, dried, and frozen varieties. Fresh oranges, lemons, limes and grapefruit were also shown. Among the 70 frozen foods shown were a number of complete dinners.

U. S. Feeds and Poultry Featured At Bari, Italy, (9/7-9/25) attracted more than 250,000 visitors. Several U. S. producers of poultry breeding stock sent their products. The exhibit did much to create interest among Italian farmers for U. S. feed components, for selected poultry, and for frozen chickens and turkeys and for marketing by U. S. methods. Corn, grain sorghums and soybean meal were especially featured.

The Institute of American Poultry Industries and the Soybean Council of America cooperated in making the exhibit a success. More than 500 Italian technicians attended a Feed Convention on September 19, where papers were read on feeding of poultry, dairy and beef cattle and swine.

The Munich, Germany, Fair (IKOFA) (9/25-10/5) featured a variety of U. S. foods, including fruits and vegetables, frozen foods, ready-to-cook frozen poultry, grains and grain products (wheat, corn and rice), soybeans and soybean products, poultry and honey. Samples of fruit juices and doughnuts were free; pieces of fried chicken were sold at a nominal price.

"EATING IS BELIEVING." U. S. personnel at the recent Sao Paulo (Brazil) Food Fair were surprised at the high interest expressed by Brazilians in U. S. frozen foods. In the 16-place dining room adjacent to the demonstration kitchen complete frozen dinners, with "built-in maid service," were crowd-stoppers. But the regular meal, consisting of frozen chicken, corn-on-the-cob, lima beans, peas, and blueberry and cherry pies, was the greatest success.

Women who had heard of the "bad" American food were amazed at the delicious flavor of U. S. frozen food. They were interested in preparation storage and shipping. They could hardly believe that the "garden-fresh" vegetables and fruits had been harvested six months to a year before and had been shipped all the way from the U. S.

PORTUGAL CONTINUES TREND TOWARD U.S. -TYPE CIGARETTES with the recent introduction of a new brand containing 80 percent U.S. leaf. The cigarettes are said to be of good quality. Per pack price is about 11 cents, U. S.

NORTHWEST AND GREAT PLAINS HOSPITALITY WINS FRIENDS FOR U. S. QUALITY WHEAT. Wheat delegations from Brazil, Colombia, India and Portugal came to the U. S. to see for themselves the high quality wheat now being grown here in large quantities. They discussed with grassroots farmers and Government people many mutual problems ranging from production to International trade.

During July, August, and September, these teams, each accompanied by a representative of the FAS Grain and Feed Division, spent from three to four weeks visiting farms, ranches, elevators, flour mills, bakeries, laboratories, grain exchanges, experiment stations and other related establishments. Each team also spent one or two days in the Department conferring with FAS and other Department personnel. FAS is finding this an effective technique for increasing the demand for U. S. quality wheat. Plans are now underway to invite additional teams to visit the U. S. next spring and summer. The delegates' trips were a 104(a) project; their U. S. expenses were paid by U. S. wheat growers.

RECENT CCC CREDIT SALES. CCC credit approvals to U. S. exporters have been issued covering the export of \$3,000,000 (approximately 36,000 tons) worth of U. S. #1 hard winter wheat to Israel. This credit will assist Israel in meeting its usual marketing requirements for Title I purchases.

Two credit approvals have been issued to U. S. exporters to cover the shipment of corn to Cuba. One approval is in the amount of \$600,000 (approximately 9,137 tons); the second approval was in the amount of \$1,200,000 (approximately 20,000 tons).

Corn shipped to Cuba under CCC credit will be used to help meet Cuba's growing need for additional feed for an expanding poultry industry. Efforts are being made to utilize CCC credit in the expanding poultry industry in Cuba thereby, resulting in increased use of feed and consequent expanded exports of feed grains from the U. S.

EXPORT SALES OF U. S. CIGARETTES ARE GAINING in many countries. From January through June 1958, sales totaled 8,705 million cigarettes, up 8.5 percent from shipments in a like period in 1957. One little-known factor accounts for part of the upward trend -- sales on commercial airlines on overseas routes. On one leading foreign airline, for example, 70 percent of all cigarettes sold are U. S. brands. Passengers on other lines are also showing a similar preference for American cigarettes, which is expected to help boost sales of U. S. -type cigarettes in countries where U. S. leaf is used in the manufacturing process.

GEORGE DIETZ NAMED DIRECTOR OF FARM BUREAU FOREIGN TRADE OFFICE, which will be established in Rotterdam, Netherlands, this fall. Dietz, Director of International Affairs for the American Farm Bureau Federation, has served as agricultural attache in a number of countries, including the Netherlands. He is now in Rotterdam with H. H. Alp, Director of the Federation's market development work, to select a location and personnel. (See April SPOTLIGHT).

TABLE I, GUIDE TO COMMERCIAL SALES

Commodity	Unit	Grade, Type or Variety	Location	Latest Price Week of 9/19/58	Price Year Earlier
Wheat 1/	Bushel	#2 H. W.	Galveston	\$ 2.25-2.37	\$ 2.31-2.41
" 2/	"	#1 S. W.	Portland	1.98	2.29-2.30
" 3/	"	#2 S. R. W.	Baltimore	2.09	2.27
Barley 4/	"	#3 Feed	Baltimore	1.31-1/4	--
"	"	"	New Orleans	1.28-1/4	--
"	"	#2 Western	San Francisco	1.19-5/8	--
Corn 4/	"	#2 Yellow	Baltimore	1.47-3/4	--
"	"	"	New Orleans	1.33-1/4	--
Grain Sorghum 4/	Cwt.	#2 Yellow Milo	Gulf	2.14-3/8	--
Oats 4/	Bushel	#2 White	Baltimore	.78-7/8	--
"	"	"	New Orleans	.76	--
Michigan Pea Bean	Cwt.	U. S. #1	FAS East Cst.	7.75-8.00	--
Small Reds	"	"	FAS NW Ports	7.50-7.55	--
Cottonseed Oil	Pound	B. P. S. Y.	Oct. Fut. N. Y.	.1300	.1473
Soybean Oil	"	Refined	New York	.1250	.1388
Cottonseed Oil	"	Crude	Valley	.1125-.1138	.1275
Soybean Oil	"	Crude	Decatur, Ill.	.1000	.1112-.1125
Linseed Oil	"	Raw	Minneapolis	.1290	.1450
Lard	"	Refined 50# tin	Chicago	.1375	.1400
Tallow	"	Prime Inedible	Chicago-FOB	.07375	.0800
Greases	"	Choice White	" "	.07625	.0875
Soybeans	Bushel	#1 Yellow	Chicago	2.19-2.20	2.32
Cottonseed Meal	Sh. Tn.	41% Bagged	Memphis	60.00	53.50
Soybean Meal	" "	44% Bagged	Decatur	63.00	50.00
Milk, Evap.	Case	48-14 1/2 oz.	Pac. Cst. Mkts.	6.10-6.60	5.95-6.45
Eggs, Shell	Doz. Med.	Mixed colors	New York	.4200-.4300	.3600-.3700
" Dried	Pound	Whole	" "	1.03-1.19	1.04-1.12
Beef Trimmings	"	75-85% lean froz.	Chicago	.3850	.2950
Beef Hearts	"	Regular Frozen	"	.2650	.2400
Beef Livers	"	" "	"	.2550	.1550
Pork Trimmings	"	" "	"	.2300	.2400
Chicken, R. C.	"	Gr. A Broilers	New York	.2650-.3000	.3000-.3350
Turkey, R. C.	"	Gr. A Beltsville	" "	.4100-.4200	.3100-.3200
Canned Apricots	Doz. #2-1/2	Choice Halves	FOB-Calif.	3.75	3.00
" Peaches	"	" "	" "	2.65-2.70	2.60
" Pears	"	" "	" "	3.45-3.50	3.30
Grapefruit Secs.	Doz. #303	Fancy, Lt. syrup	FOB-Florida	1.75	1.60
Orange Juice	Doz. 46 oz.	Sweetened	" "	3.75	2.25
Oranges, Fresh	Std. Ctn.	Size 163	FOB-Calif.	4.21	1.86
Lemons, Fresh	" "	"	FOB-Calif.	2.64	2.27

- 1/ Export payment all destinations except Latin America and West Indies, \$.47; to Latin America and West Indies, \$.43. 2/ Export payment - all destinations, \$.47.
 3/ Export Payment - all destinations \$.35. 4/ Export payment accepted by CCC for September-October shipment: barley, \$.14; corn, \$.13; grain sorghums, \$.31; oats, \$.13.

TABLE II, CCC PORT PRICES FOR EXPORT

Commodity	Unit	Grade, Type or Variety	Port Location	Latest Price	Date of Sales 1958
Rice	Cwt.	Rough	In store producing area	\$3.50	Sept. 15-19
Butter	Pound		Any U.S. Port	.39 (fixed)	
Milk	"	Spray	Any U.S. Port	.099 (fixed)	
Cheese	"	Cheddar	Any U.S. Port	.22 (fixed)	
Cotton, Upland	"	Upland	Any U.S. Port and Storage Location	.2841	"